



## We claim:

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1.	A method of presenting d	digital	content	to	а	user	on	а	computing	device,	the
meth											

- providing a display on the computing device;
- displaying a continuous stream of digital content in a stream portion of the display;
  - obtaining a current context of the user and the computing device;
  - providing contextual sensitivities for the digital content items;
    - determining a value for the digital content item's relevance of being displayed;
- calculating a probability of displaying the digital content item based upon the value of the digital content item's relevance of being displayed;
- performing a random selection of the digital content item based upon the probability of displaying the digital content item; and
- presenting the digital content item in the stream of digital content being displayed;
- wherein the stream portion of the display area may be selectively turned on and off by the user.